

## Branding Your Company in the World of Social Media, Instant Celebrity and Virtual Reality

### Third Thursday Emerging Company Webinar Series

via WebEx

07.18.2013

**12:00 p.m. - 1:00 p.m. (PDT)**

Brands have life cycles and the brands that create a credible emotional connections with the consumer are likely to be able to demand higher consideration and maintain brand loyalty. This program will discuss what legal protections to employ and pitfalls to avoid in building a strong and evolving brand in light of the key trends for branding in the New Millennium.

Please join Sheppard Mullin for our monthly Third Thursday Emerging Company Webinar Series educating entrepreneurs and emerging companies on the key legal issues they face during the growth of their companies. These complimentary 1-hour webinars are held through WebEx on the third Thursday of the month at noon. They will have both an audio and PowerPoint component.

### Presented by

**Ted Max**

*Partner*

Sheppard, Mullin, Richter & Hampton LLP

### To Join the Meeting:

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## MCLE

This seminar complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.0 hour of MCLE credit.

Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

MCLE attendance certificates will be distributed following the webinar.

**Questions?** Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or 858.720.7403.

## Attorneys

Theodore C. Max

## Practice Areas

Entertainment and Digital Media

Intellectual Property

Litigation